

**Title 28-A: LIQUORS**  
**Chapter 59: SALES REPRESENTATIVES**

**Table of Contents**

<b>Part 3. LICENSES FOR SALE OF LIQUOR .....</b>	
<b>Subpart 3. NON-RETAIL SALES .....</b>	
Section 1501. LISTS OF OFFICERS, PARTNERS AND SALES REPRESENTATIVES.....	3
Section 1502. LICENSE; FEE; RENEWALS.....	3
Section 1503. REVOCATION OF LICENSE.....	3
Section 1504. SAMPLES OF PRODUCTS.....	3
Section 1505. PARTICIPATION IN TASTING EVENTS.....	4



**Maine Revised Statutes**  
**Title 28-A: LIQUORS**  
**Chapter 59: SALES REPRESENTATIVES**

**§1501. LISTS OF OFFICERS, PARTNERS AND SALES REPRESENTATIVES**

All persons selling liquor in the State shall furnish to the bureau a list of all officers and directors, if a corporation, or a list of all partners, if a partnership, and the name of the sales representatives of the person within the State. [2015, c. 129, §8 (AMD); 2015, c. 184, §4 (AMD).]

SECTION HISTORY

1987, c. 45, §A4 (NEW). 1997, c. 373, §134 (AMD). 2013, c. 588, Pt. B, §5 (AMD). 2015, c. 129, §8 (AMD). 2015, c. 184, §4 (AMD).

**§1502. LICENSE; FEE; RENEWALS**

Sales representatives, including those described in section 1401, subsection 7, shall apply to the bureau for a license disclosing the person, firm or corporation represented. [2015, c. 387, §2 (AMD).]

**1. Fee.** The annual license fee is \$50.

[ 1991, c. 376, §54 (AMD) .]

**2. Term of license.** The license expires on the last day of December of the year in which it is obtained. It may be renewed annually on payment of the fee.

[ 1987, c. 45, Pt. A, §4 (NEW) .]

SECTION HISTORY

1987, c. 45, §A4 (NEW). 1991, c. 376, §54 (AMD). 1997, c. 373, §135 (AMD). 2015, c. 387, §2 (AMD).

**§1503. REVOCATION OF LICENSE**

Licenses issued by the bureau under this chapter must be revoked for the violation of the liquor laws or any rule adopted by the bureau. [1997, c. 373, §136 (AMD).]

SECTION HISTORY

1987, c. 45, §A4 (NEW). 1997, c. 373, §136 (AMD).

**§1504. SAMPLES OF PRODUCTS**

A person licensed under section 1502 as a sales representative for a distilled spirits manufacturer or supplier may give a retail licensee samples of distilled spirits under the following conditions. [2007, c. 113, §1 (NEW).]

**1. Invoice required.** The distilled spirits must be accompanied by an invoice.

[ 2007, c. 113, §1 (NEW) .]

**2. Product registered.** The distilled spirits must be listed by the commission for sale in this State and clearly labeled as a sample.

[ 2007, c. 113, §1 (NEW) .]

**3. Taxes paid.** Taxes must be paid on each item and the distilled spirits must be purchased from the State's wholesale liquor provider.

[ 2007, c. 113, §1 (NEW) .]

**3-A. Partial-bottle distilled spirits samples.** Samples must be decanted from the distilled spirits product bottle and provided to licensees licensed for on-premises consumption. The agent providing the sample shall maintain a log stating the names of the licensees who sampled the product and the amount sampled. Partial-bottle samples must be properly sealed between tastings.

[ 2007, c. 695, Pt. E, §1 (NEW) .]

**4. Sampling record.** The sales representative who provides the sample shall maintain a log stating the names of the retail licensees who sampled the distilled spirits and the amount sampled.

[ 2007, c. 113, §1 (NEW) .]

**5. Full-bottle samples.** The maximum amount of unopened full-bottle samples of distilled spirits given to a retail licensee by a sales representative may not exceed 3 liters per year per distiller represented by that sales representative. Individual samples may not exceed one liter. A full-bottle sample is an unopened bottle of spirits provided to an agency liquor store or an on-premises retail licensee licensed to sell spirits.

[ 2011, c. 629, §31 (AMD) .]

**6. Retail sampling.** Samples poured from a bottle of spirits designated for retail sampling may be provided to an on-premises licensee licensed to serve spirits and to an agency liquor store on the premises of the agency liquor store if the person receiving the sample is 21 years of age or older and is in a supervisory or managerial position with the agency liquor store. Bottles of spirits designated for retail sampling must be properly sealed between samplings.

[ 2011, c. 629, §32 (RPR) .]

**7. Records maintained.** Records of samples given or received under this section must be maintained for a 2-year period by the retail licensee giving or receiving samples.

[ 2007, c. 113, §1 (NEW) .]

#### SECTION HISTORY

2007, c. 113, §1 (NEW). 2007, c. 695, Pt. E, §1 (AMD). 2011, c. 629, §§31, 32 (AMD).

## §1505. PARTICIPATION IN TASTING EVENTS

A sales representative holding a license under section 1502 may participate in a tasting event permitted under section 460; section 1051, subsection 8; section 1205; or section 1207 subject to the provisions of this section. [2015, c. 329, Pt. D, §4 (AFF); 2015, c. 329, Pt. D, §2 (RPR).]

**1. Educational presentations.** A sales representative participating in a tasting event pursuant to this section may provide written or oral educational presentations and materials relating to the brands and products being offered for tasting at the event, as long as no cost is imposed for the presentations or materials on the licensee or the consumer.

[ 2009, c. 459, §5 (NEW) . ]

**2. Complimentary food or snacks.** A sales representative participating in a tasting event pursuant to this section may provide and distribute, at no cost to the consumer or the licensee, complimentary food or snacks to be offered and consumed in conjunction with the products to be tasted, as long as the total cost for the food or snacks does not exceed \$200 per event. Any remaining food or snacks provided in conjunction with a tasting event must be removed from the licensee's premises by the sales representative at the conclusion of the tasting event.

[ 2009, c. 459, §5 (NEW) . ]

**3. Records and invoices.** A sales representative participating in a tasting event pursuant to this section shall keep and maintain records and invoices showing the costs for any food, snacks or educational or informational materials provided at any approved tasting event.

[ 2009, c. 459, §5 (NEW) . ]

**4. Pour or distribute.** A sales representative participating in a tasting event pursuant to this section may not pour or distribute to consumers the products being offered for tasting during the event unless the sales representative was listed on a request submitted to the bureau by a licensee to conduct a taste testing in accordance with section 460; section 1051, subsection 8; section 1205; or section 1207. A sales representative who pours or distributes products to consumers at a tasting event under section 460; section 1051, subsection 8; section 1205; or section 1207 must have successfully completed an alcohol server education course approved by the commissioner. A sales representative may purchase spirits for a consumer tasting event in compliance with section 460 if the sales representative has successfully completed an alcohol server education course approved by the commissioner.

[ 2015, c. 329, Pt. D, §4 (AFF); 2015, c. 329, Pt. D, §3 (RPR) . ]

The bureau may adopt rules to implement this section. Rules adopted pursuant to this section are routine technical rules as defined in Title 5, chapter 375, subchapter 2-A. [ 2013, c. 476, Pt. A, §32 (AMD) . ]

#### SECTION HISTORY

2009, c. 459, §5 (NEW). 2013, c. 368, Pt. V, §47 (AMD). 2013, c. 476, Pt. A, §32 (AMD). 2015, c. 129, §§9, 10 (AMD). 2015, c. 184, §§5, 6 (AMD). 2015, c. 329, Pt. D, §§2, 3 (AMD). 2015, c. 329, Pt. D, §4 (AFF) .

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